Source: https://www.industrydocuments.ucsf.edu/docs/mgyl0113
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GET READY TO SHIFT INTO HIGH GEAR WITH THE MARLBORO ADVENTURE TEAM BLACK STALLION 4x4 SWEEPSTAKES - AND 8 NEW GEAR ITEMS!

The Marlboro Adventure Team is already the biggest promotion in retail history:

- 3 out of 4 young adult male smokers nationwide are aware of the promotion!
- Almost 9,000,000 adult smokers across the country are collecting Marlboro Adventure Team Miles!

And it's about to get even bigger – with eight new gear items and a high-profile sweepstakes. Backed by a full range of media support, these spectacular Marlboro Adventure Team events will excite consumers and drive traffic to your store. Cash in on the excitement – keep your Marlboro Adventure Team POS up and visible. The sales promotion event that's shorted new territory is about to take you even further.

THE EXCITEMENT BEGINS WITH EIGHT NEW GEAR ITEMS

Marlboro Adventure Team Flexcards charge ahead with new gear!

Starting in September, your customers will be offered an exciting new collection of unique Marlboro Adventure Team gear. As always, this gear is only available to consumers through the Marlboro Adventure Team Rewards – and can be "redeemed" with the miles consumers collect from specially marked packs of Marlboro cigarettes.

New Gear:

Exciting POS supports the launch of new gear items.

Eye-catching POS materials will flag your customers to the new gear. Materials include:

EXTRA! 6 MORE MONTHS! Get gear thru Feb. '94

- February 28, 1994 redemption date generates a new round of excitement.
- More time to "Get the Gear" drives consumers to your store.
- Time your items give consumers new reasons to collect miles.

Be prepared! Keep your point-of-sale materials up and visible. Consumers will want to "Get the Gear" – make sure they get their miles at your store.

THE EXCITEMENT CONTINUES WITH THE BLACK STALLION 4x4 SWEEPSTAKES

100 Black Stallion Jeep 4x4's will be given away!

Ride in shape to win a Black Stallion your customers will really get straight up in the Marlboro Adventure Team sweepstakes! Feel it revolve with:

- Stunning traffic
- Heightened awareness
- High-speed sales

New sweepstakes POS will shift gears in-store.

The new round of POS features hard-hitting graphics. Materials include:

Counter-Top Ballot Box makes sweepstakes entry easy!

- There's no reading necessary – customers simply complete a tear-off entry form and slip it into the entry box in your store.
- Customer entries will be submitted via the sweepstakes so store up on receive your entry envelopes. (See "The Bonus" on next page for details.)

HERE'S A WAVE OF EXCITEMENT FOR YOU!

The Sweepstakes:

Enter the Retailer 4x4 Sweeps and you could win your own Black Stallion – or one of over 5000 exciting prizes!

We understand that the success of the program depends on you. And in any "thank you" we're offering your own Grand Prize!

Display your POS materials immediately and gain entry into the Retailer 4x4 Sweeps.

Put your POS materials up right away! If your materials are on display when your Philip Morris Sales Representative visits, you will be entered into a special retailer sweepstakes, where you could win one of over 5,000 prizes. Here's how:

Continue to display your POS materials and increase your chance of winning!

If your Marlboro Adventure Team POS materials are still on display when your Philip Morris Sales Representative returns for a second visit, you will receive a bonus entry into the Retailer 4x4 Sweeps. It's an easy way to increase your chance of winning. Plus, the longer you display your POS materials, the more likely you are to increase incremental sales.

Keep your point-of-sale materials up – 1 in 50 retail locations will have a winner!

The Bonus:

Return your customers' sweepstakes entries – and get a FREE briefcase!

Get your FREE gift – return your entries on time!

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